

Consumer Appliances in Thailand

Market Direction | 2024-12-16 | 131 pages | Euromonitor

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Report description:

Retail volume sales of consumer appliances are set to grow in Thailand in 2024, though the market has continued to grapple with the effects of inflation. Consumers have prioritised affordability and functionality, opting for essential features and multi-purpose appliances that are perceived as offering good value for money, as well as optimising the use of space in small urban homes. At the same time, there has been a weakening of demand for high-end models and growing interest in repair service...

Euromonitor International's Consumer Appliances in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Appliances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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